



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Discourse Analysis/Diskurso analizė	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Assoc. Prof. Liudmila Arcimavičienė Other(s):	Faculty of Philology Institute of Foreign Languages

Study cycle	Type of the course unit (module)
2 <sup>nd</sup>	Compulsory

Mode of delivery	The period when the course unit (module) is delivered	Language(s) of instruction
Lectures and seminars	Autumn semester	English

Requirements for students	
Prerequisites: None	Additional requirements (if any): None

Course (module) volume in credits	Total student workload	Contact hours	Self-study hours
5	135	48	87

Purpose of the course unit (module): Competencies of study program		
<p>The course unit aims to introduce the theory and practice of critical discourse analysis, with a particular focus on meaning construction and deconstruction. The course unit develops the following competencies:</p> <p>(1) generic competencies:</p> <ul style="list-style-type: none"> <li>• cognitive,</li> <li>• social,</li> <li>• personal.</li> </ul> <p>(2) subject-specific competencies:</p> <ul style="list-style-type: none"> <li>• social meaning construction and deconstruction patterns,</li> <li>• narrative structure in the news media and social media discourse,</li> <li>• power, ideology, and identity patterns in the news media and social media discourse.</li> </ul>		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Learning outcomes resulting from the <b>generic competencies</b> : <ul style="list-style-type: none"> <li>- ability to find, analyse, synthesize, and evaluate data needed for the studies;</li> <li>- ability to apply the acquired</li> </ul>	Individual work (reading and analysis of research articles).  Seminars, in-class discussions.	A written report of a case study.

<p>knowledge in practice, identify problems and propose solutions;</p> <ul style="list-style-type: none"> <li>- ability to generate ideas and choose appropriate forms of expression;</li> <li>- ability to seek new knowledge and skills and apply them to tasks in a different social context;</li> <li>- ability to take responsibility for the quality of one's own and team's activities;</li> <li>- ability to take initiative and carry out one's activities, rationally assess the strengths and weaknesses of one's work, reflect, and be responsible for one's decisions and actions.</li> </ul>		
<p>Learning outcomes resulting from the <b>subject-specific competencies</b>:</p> <ul style="list-style-type: none"> <li>- ability to practically implement theoretical insights of media discourse analysis in the context of critical discourse studies (CDS);</li> <li>- ability to identify and evaluate the levels of discourse functionality in (social) media discourse;</li> <li>- ability to critically evaluate social change and prevalent attitudes in the (news) media discourse;</li> <li>- ability to collect and analyse an authentic data sample;</li> <li>- ability to establish and explain prevalent discourse patterns and their social meaning.</li> </ul>	<p>Group discussion and individual work.</p>	<p>Written examination.</p>

Topics	Contact hours							Self-study work and assignments	
	Lectures	Consultations	Seminars	Tutorials	Laboratory work	Internship/work placement	Total contact hours	Self-study hours	Assignments

1. Discourse studies as a field. The history of Discourse Studies and theoretical inspirations.	2		4				<b>6</b>		CR: (Angermuller, pp. 2-11; Fairclough, pp. 27-54)  Discussion. Key concepts and their analysis. Methodological implications.
2. Poststructuralist and pragmatic approaches to discourse analysis. From ideology to discourse. Archaeology of discourse.	2		4				<b>6</b>		CR: (Foucault, 135-148; Helsloot & Hak, 2-24)  Discussion. Key concepts and their analysis. Methodological implications.
3. Interactional and socio-pragmatic approaches to discourse analysis. The theory of Self. The representation of social actors.	2		4				<b>6</b>		CR: (Goffman, 1-9; Theo van Leeuwen, 32- 52)  Discussion. Key concepts and their analysis. Methodological implications.
4. Critical approaches to discourse analysis. Discourse and social power. Discourse practices of the 'New Normal'.	2		4				<b>6</b>		CR: (Teun A. van Dijk, 84- 102; Krzyzanowski, Wodak et al.)  Discussion. Key concepts and their analysis. Methodological implications.
5. Critical discourse analysis and media reporting. The globalisation of news. International and national aspects. Methodological framework. The power of narrative.	2		4				<b>6</b>		CR: (Machin & van Leeuwen, 7-22; Fulton, 1-7).  Discussion. Key concepts and their analysis. Methodological implications.
6. Critical discourse analysis and the social media. Methodological framework.	2		4				<b>6</b>		CR: (KhosraviNik, Merunková & Šlerka, 243-276; Smith & Sanderson,

									342-358). Discussion. Key concepts and their analysis. Methodological implications.
7. Case study	2		4					6	The application of CDA to the collected media sample in the form of a written report.
8. Preparation for the exam	2		4					6	Review of the theoretical tenets and their contribution to the field. Key concepts and arguments.
<b>Total</b>	<b>16</b>		<b>32</b>					<b>48</b>	

Assessment strategy	Weight %	Deadline	Assessment criteria
Case study	40	End of semester	Written case study of a problematic social issue and its representation in (social) media discourse: <ul style="list-style-type: none"> <li>• Authentic data sample (10%);</li> <li>• Application of CDA in (social) media discourse (10%);</li> <li>• Discussion of the case study results (20%).</li> </ul>
Exam	60	During the session time	Written response to open questions: <ul style="list-style-type: none"> <li>• Ability to provide insights within the theoretical framework of CDA (30%): key concepts (15%) and arguments (15 %);</li> <li>• Ability to interpret and explain the examples extracted from the media discourse (30%): patterns of implicit ideology (10%), identity (10%), and power relations (10%).</li> </ul>

Author	Year	Title	Volume	Publishing House
<b>Compulsory reading</b>				
Goffman, E.	2002	The presentation of self in everyday life.		<i>Garden City, New York.</i>
Obeng, S. G., & Green, C. R.	2008	The Handbook of Discourse Analysis.	(Eds.) Schiffrin, Tannen & Hamilton.	<i>Blackwell Publishers: Malden and Oxford.</i>
Helsloot, N., & Hak, T.	2008	Pecheux's contribution to discourse analysis.	Historical Social Research, 33(1), 162-184.	<a href="https://doi.org/10.12759/hsr.33.2008.1.162-184">https://doi.org/10.12759/hsr.33.2008.1.162-184</a>
Merunková, L., & Šlerka, J.	2019	Goffman's Theory as a Framework for Analysis of Self Presentation on Online Social Networks.	<i>Masaryk University Journal of Law and Technology</i> , 13(2), 243-276.	

Smith, L. R., & Sanderson, J.	2015	I'm going to Instagram it! An analysis of athlete self-presentation on Instagram.	<i>Journal of Broadcasting &amp; Electronic Media</i> , 59(2), 342-358.	
KhosraviNik, M.	2022	Digital meaning-making across content and practice in social media critical discourse studies.	<i>Critical Discourse Studies</i> , 19(2), 119-123.	
Fulton, H., Huisman, R., Murphet, J., Dunn, A.	2005	<i>Narrative and media.</i>		Cambridge University Press, Cambridge.
Krzyzanowski, M., Wodak, R., Bradby, H., Gardell, M., Kallis, A., Krzyżanowska, N., ... & Rydgren, J. (2023).	2023	Discourses and practices of the 'New Normal': Towards an interdisciplinary research agenda on crisis and the normalization of anti-and post-democratic action.	<i>Journal of Language and Politics.</i>	
Foucault, M.	1971	The Archaeology of Knowledge.		Vintage Books: New York.
Machin, D., & Van Leeuwen, T.	2007	<i>Global media discourse: A critical introduction.</i>		Routledge.
Angermuller, J.	2020	<i>Poststructuralist Discourse Studies: from structure to practice.</i>	(Eds.) de Fina & Georgakopoulou. In <i>The Cambridge Handbook of Discourse Studies.</i> pp. 235–254.	Routledge: London.
Fairclough, N.	1995	<i>Critical discourse analysis: The critical study of language.</i>		Longman Publishing: New York.
<b>Additional reading</b>				
Van Dijk, T.	2011	Discourse and ideology.		SAGE Publications: London, New York.
Fairclough, M.	2001	Language and Power		Pearson Education: London, New York.
Arcimavičienė, L.	2019	Gender, metaphor and migration in media representations.	(Eds.) Viola & Musolff. In <i>Migration and Media: Discourses about identities in crisis (81)</i>	Benjamins Publishing: Amsterdam.

Arcimaviciene, L., Baglama, S. H.	2018	Migration, metaphor and myth in media representations: The ideological dichotomy of “them” and “us”	<i>SAGE open</i> , 8(2)	<i>SAGE publications: London and New York.</i>
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Updated 2023-09-03.